



**USDA Weekly Retail Shell Egg and Egg Products Feature Activity**  
**Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 07/18 thru 07/24.**  
 (prices in dollars per carton)

Fri. Jul 18, 2014

**SHELL EGG NATIONAL SUMMARY**

		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
Feature Rate		30.2% of 22,900 stores				35.9% of 22,900 stores				47.7% of 23,200 stores			
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA												
	White 12 pack			370	1.06	50	1.50	1,060	1.73			500	1.34
	White 18 pack	40	2.79	280	2.83	40	2.79	300	2.33	60	2.11	370	2.28
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	150	2.03	2,550	1.19	10	3.29	1,960	1.17	20	1.10	5,270	1.49
SPECIALTY	White 18 pack			460	2.19			2,320	2.61			710	1.93
	Brown 12 pack											10	1.49
	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack	60	3.82	470	3.88			30	4.03			510	4.35
	OMEGA-3												
	White 12 pack	120	2.43	970	2.66	100	2.79	1,280	2.45	80	2.76	1,350	2.58
	Brown 12 pack			1,730	2.64			40	3.49			170	3.49
	CAGE-FREE												
	White 12 pack	60	3.49			60	3.49	2,080	2.59			1,290	2.66
Brown 12 pack			230	3.20	20	2.79	2,460	2.75			1,830	2.73	
VEGETARIAN FED													
	White 12 pack			100	2.50			40	2.49			120	2.99
	Brown 12 pack			660	2.70	290	2.50	530	2.61	120	2.99	390	3.15

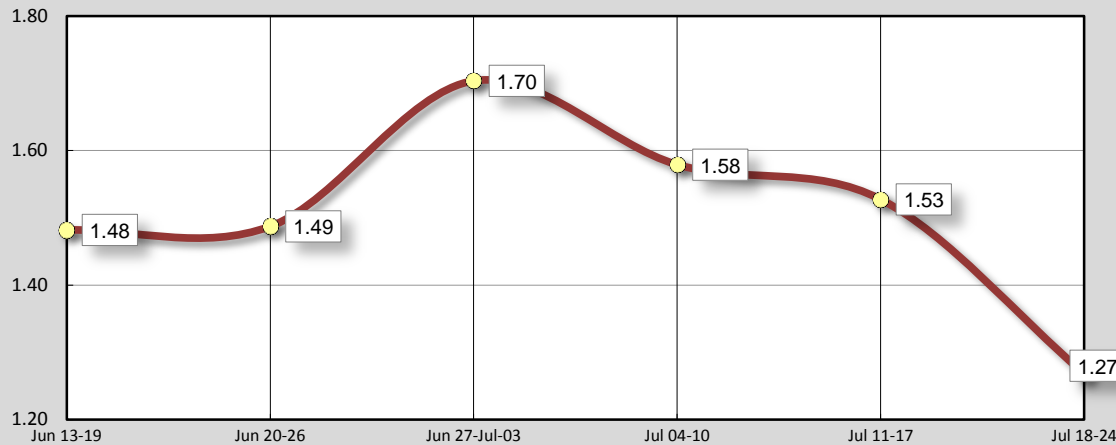
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,850	5,740	6,940	Large Eggs on
Specialty	4,400	6,930	5,860	Jul-14-2014
Total (includes MD)	8,650	12,960	13,080	411.1
Special Rate 4/:	7.1%	1.6%	4.5%	up 0.4%

5/ 1,000's of 30-doz cases

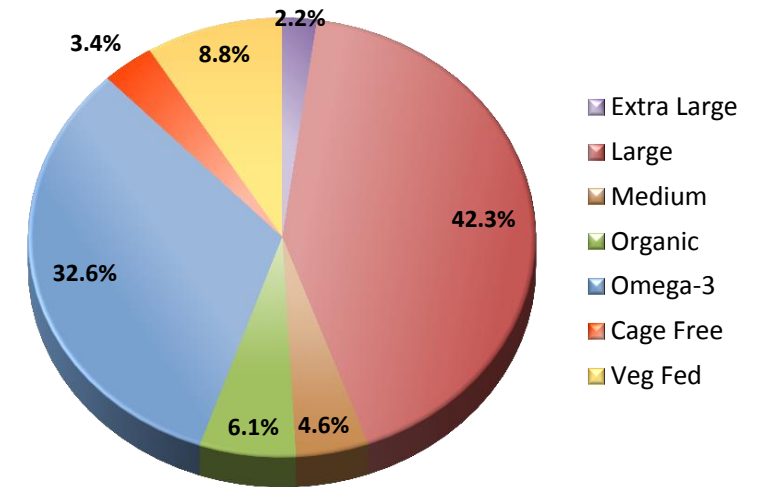
**SHELL EGG and EGG PRODUCTS FEATURING**

Regular shell egg features are fewer in number when compared to feature activity a week ago. Consumers will get a needed boost to their buying power as the average price of Grade A or better, Large white eggs is sharply lower. The occurrence of "no price" specials is higher this week with most tied to the purchase of an additional grocery item. Extra Large and Medium eggs are continuing to hold a steady place in circulars. Promotional activity for specialty shell eggs dropped sharply from last week led by a sharp drop in cage-free type eggs. Other specialty types are steady. Liquid egg featuring is very active and is significantly higher than a week ago. Most activity is in the Northeast area, however limited on the West Coast.

**Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen**



**This Week's Shell Egg Featuring by Category**



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

**1/: FEATURE RATE:** the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
Feature Rate <sup>1/</sup> Activity Index <sup>2/</sup>		53.9% of 4,700 sampled outlets Activity Index = 4,030 (includes Medium)						34.3% of 5,900 sampled outlets Activity Index = 2,300 (includes Medium)						19.1% of 4,200 sampled outlets Activity Index = 810 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack White 18 pack Brown 12 pack																1.00	10	1.00
	MEDIUM	White 12 pack						White 12 pack						White 12 pack			0.78	10	0.78
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack	1.50 - 2.09	150	2.03	1.00 - 1.99	780	1.46				0.99 - 1.67	570	1.02				0.99 - 1.50	730	1.17
					1.88 - 2.50	370	2.00				2.98	80	2.98				2.98	10	2.98
	MEDIUM	White 12 pack White 30 pack			0.97	140	0.97	White 12 pack White 30 pack			0.98 - 1.25	50	1.10	White 12 pack White 30 pack					
S P E C I A L T Y	USDA ORGANIC White 12 pack Brown 12 pack																		
	OMEGA-3 White 12 pack Brown 12 pack	1.99 - 2.99	120	2.43	2.00 - 2.99	810	2.68				2.66 - 2.99	50	2.88				2.00 - 2.49	30	2.30
	CAGE-FREE White 12 pack Brown 12 pack	3.49	60	3.49															
	VEGETARIAN FED White 12 pack Brown 12 pack				2.49 - 2.50	100	2.50				2.50	210	2.50						
					2.00 - 2.99	450	2.80												
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,HI, NV)						NORTHWEST U.S. (AK,ID,MT,OR,WA,WY)					
Feature Rate <sup>1/</sup> Activity Index <sup>2/</sup>		18.8% of 4,200 sampled outlets Activity Index = 830 (includes Medium)						17.8% of 2,800 sampled outlets Activity Index = 320 (includes Medium)						24.3% of 1,200 sampled outlets Activity Index = 360 (includes Medium)					
USDA GRADE AA	White 12 pack White 18 pack Brown 12 pack				0.99 - 1.39	240	1.18										0.59 - 1.29	120	0.83
	MEDIUM	White 12 pack			0.79	70	0.79	White 12 pack						White 12 pack			0.79 - 0.88	80	0.83
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack				1.00	280	1.00				1.00	130	1.00				1.00	60	1.00
	MEDIUM	White 12 pack White 30 pack						White 12 pack White 30 pack			2.99	50	2.99	White 12 pack White 30 pack					
S P E C I A L T Y	USDA ORGANIC White 12 pack Brown 12 pack																		
	OMEGA-3 White 12 pack Brown 12 pack										2.50	60	2.50				2.50	20	2.50
	CAGE-FREE White 12 pack Brown 12 pack																2.69	80	2.69
	VEGETARIAN FED White 12 pack Brown 12 pack																		



# USDA Weekly Retail Shell Egg and Egg Products Feature Activity

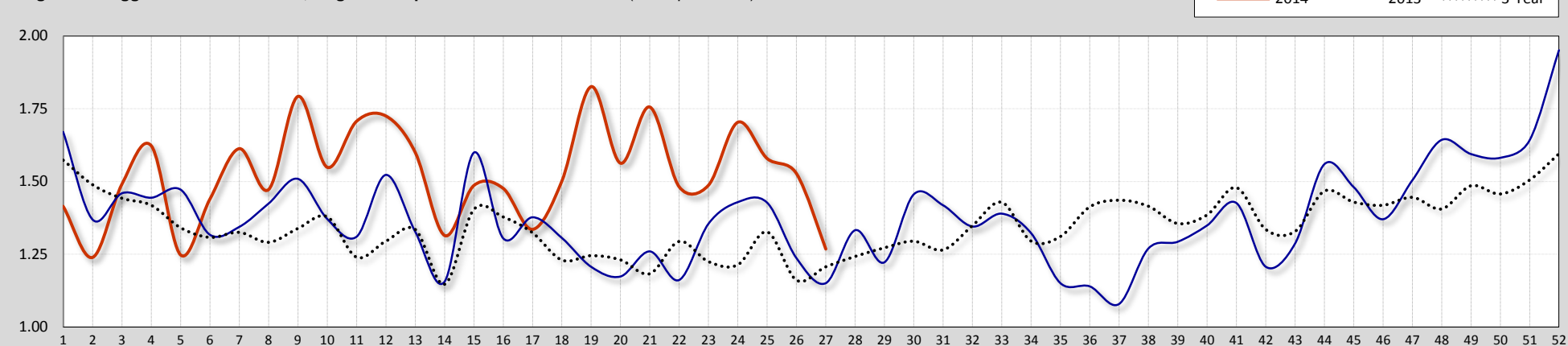
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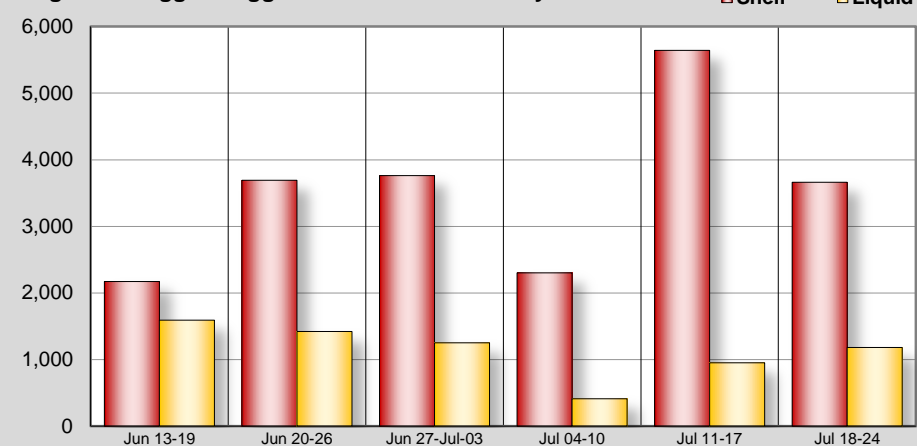
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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	5.0%	3.2%	7.3%	13.8% of 4,700 sampled		4.7% of 5,900 sampled		4.3% of 4,200 sampled		1.0% of 4,200 sampled		0.0% of 2,800 sampled		0.0% of 1,200 sampled	
2/ Activity Index	1,180	950	1,440	Activity Index = 680		Activity Index = 270		Activity Index = 190		Activity Index = 40		Activity Index = 0		Activity Index = 0	
	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>		Price Range Stores Avg <sup>3/</sup>		Price Range Stores Avg <sup>3/</sup>		Price Range Stores Avg <sup>3/</sup>		Price Range Stores Avg <sup>3/</sup>		Price Range Stores Avg <sup>3/</sup>	
14-16 oz. crtn	330 2.53	720 2.48	790 2.30	1.99 - 2.99	270 2.55	2.00 - 2.50	60 2.41	3.99 - 5.39	190 4.11	3.99	40 3.99				
32 oz. crtn	810 4.35	230 4.16	650 4.42	4.69 - 5.19	370 4.78	3.88 - 3.99	210 3.89								
3 - 4 oz. cup	40 2.50			2.50	40 2.50										
2 - 8 oz. cup															

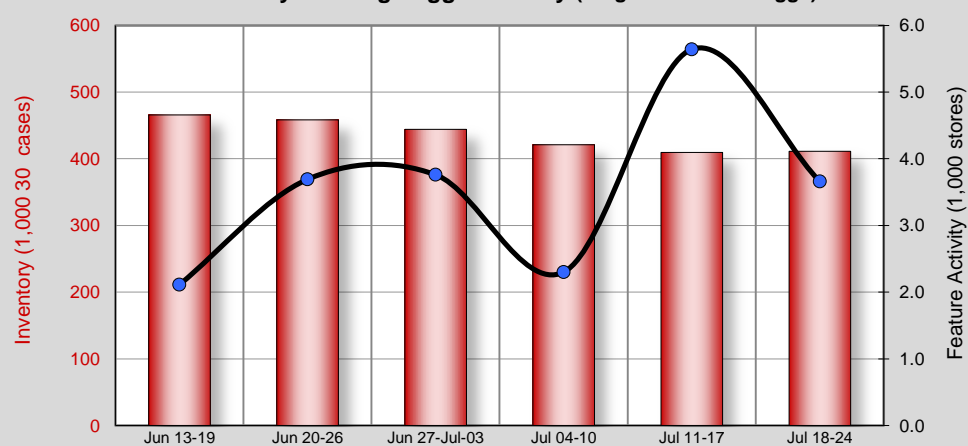
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



Large Shell Egg vs. Egg Product Feature Activity



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Note: See page 1 for explanatory notes.

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Grain Market News - (515) 284-4471

<http://www.ams.usda.gov/AMSV1.0/LPSMarketNewsPage>